

THE HORSE

ITS
CARE
AND
FEEDING



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THE HORSE

Its Care and Feeding
and

SCHUMACHER FEED

A Balanced Grain Ration

Helpful, Practical Information
For the Horse Owner and Feeder

Published By
THE QUAKER OATS COMPANY
CHICAGO, U.S.A.

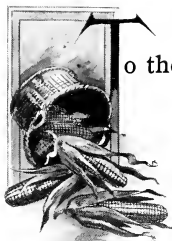




N. B.

In feeding SCHUMACHER FEED use the same quantity by weight, as you do of natural oats. Do not make an abrupt or sudden change in the ration, but mix SCHUMACHER FEED with your old feed, gradually increasing the amount until the entire ration consists of SCHUMACHER FEED.

INTRODUCTORY



o the Horseman:—

In compiling this booklet it has been our endeavor to embody in condensed form facts and information pertaining to the proper care, feeding and handling of man's intelligent co-worker and assistant, that most useful of all animals—the horse.

We desire to make statistical facts herein contained so interesting and absolutely reliable, that this publication will not follow the usual route of the ordinary advertising booklet—directly to the wastebasket, but will at least be retained by the horse owner as a dependable book of reference; we therefore bespeak for it a careful perusal and thorough assimilation of its contents, embracing research of an accurate nature and of mutually beneficial advantage.

We have chosen for our authority “Feeds and Feeding”, by Prof. W. A. Henry; this work has been for nearly twenty years, and still is, the standard text book in all of the leading Agricultural Colleges of the English speaking world; we have therefore gone at once to the fountain head of positive knowledge relating to our topic.

Prof. Henry being eminently renowned in his profession, is acknowledged as the greatest

authority that ever lived, on the subject of feeds and feeding and the proper handling of domestic animals; his whole life has been devoted to the thorough study of the experimental and educational aspect of this rather intricate problem; we could not quote a higher recognized authority or a man more widely experienced and of greater knowledge.

SCHUMACHER FEED

for horses is a feed which has been prepared precisely along the lines suggested by Prof. Henry in his book. It is no hap-hazard mixture, carelessly put together by inexperienced hands, but it is the result of careful scientific research and years of experience and experimenting. It is a finely ground grain ration, is carefully kiln-dried, composed of corn, oats and barley products, in just the right proportions for the best feeding results.

Don't forget that Nature provided a variety of grains and that your horse relishes a variety just as you do. (SCHUMACHER FEED PROVIDES THAT VARIETY.)





Concerning this
Prof. Henry says: on page 297, "Next to oats, corn is the common grain for horses in America. While conceding that corn is not the equal of oats as a grain for the horse, nevertheless, because of the low cost and its high feeding value this grain will be extensively used where large numbers of horses must be economically nourished. Corn MAY be fed whole to horses, but, generally, it is made fine by grinding and mixed with various other concentrates. Cornmeal alone is a sodden substance in the horse's stomach, and should be diluted or augmented with some ingredient of light character."

(SCHUMACHER FEED CONTAINS CORN IN JUST THE RIGHT PROPORTION WITH THE OATS AND BARLEY PRODUCTS FOR THE BEST RESULTS.)

The barley and oats furnish the lightener as suggested by Prof. Henry.

Prof. Henry on page 298 shows an experiment conducted by the PARIS OMNIBUS COMPANY, employing nearly 10,000 horses. Sixteen horses of different ages having up to the time of the experiment been fed with a ration consisting of 18.7 pounds of oats, 1.8 pounds of bran,



with hay and straw additional, received gradually, more and more corn in place of oats until after one month the oats were replaced with corn. The horses weighed on an average of 1194.1 pounds at the beginning of the experiment and at the end of four months later, 1219.8 pounds. They were in good flesh and had grown fat, although they had worked hard during that time. It was found, however, that they were less spirited and seemed to lose in energy when more than nine pounds of oats were replaced by corn. The conclusions were that a mixture of 6.6 pounds of corn and 12.1 pounds of oats **WILL PROVE MOST SATISFACTORY** for work horses, the ratio varying in each case according to the temperament of the animal. Twenty-five other horses doing bus service were fed 11 pounds of oats and 6.6 pounds of corn, after a longer transition period, with hay and straw as before, and after six months equally favorable results were obtained. All horses of the Company were then fed in this manner. They maintained their weight and according to the records of the company **DID MORE WORK THAN ON THE OATS RATION**. The Company saved \$9.26 per horse during the year by the partial substitution of corn for oats, or a total of \$92,600.00 on their entire stable.

Note: That a mixture of corn and oats is better than either alone. (SCHUMACHER FEED WILL SAVE YOU PROPORTIONATELY.)

Prof. Henry says: "Corn may be best fed crushed to horses." Similar reports as to the availability of corn for horse feeding are published in regard to the Berlin Street Car Company, the Berlin mail horse stables and the New York Omnibus Company.

BARLEY:

Prof. Henry further says, on page 293: "This useful grain—barley—for the horse has as yet been little fed in the Eastern United States, probably because of its general high price. On the Pacific coast, barley is extensively used for feeding horses at all kinds of work". (SCHUMACHER FEED CONTAINS BARLEY FINELY GROUND.) Barley is one of the most used and successful horse feeds in both England and Germany, where the breeding and care of horses has for many years reached the acme of perfection. Owing to its hard tough character and the consequent difficulty of mastication barley cannot be successfully fed unless ground or **CRUSHED**.





FEEDING THE CARRIAGE HORSE:

Prof. Henry states on page 322, "from 10 to 12 pounds of oats, or their equivalent (SCHUMACHER FEED IS THE EQUIVALENT OF OATS) should suffice for the concentrates, divided into three feeds, the evening meal being the largest. A portion of the hay given may be chopped and moistened before feeding; the remainder may be fed long, as the carriage horse has plenty of time for masticating his food. From 10 to 20 pounds of hay should be allowed in order to bring the total weight of the ration within a limit of 20 to 22 pounds." (THE MOISTENED CHOPPED HAY SHOULD BE MIXED WITH SCHUMACHER FEED FOR THE BEST RESULTS.)

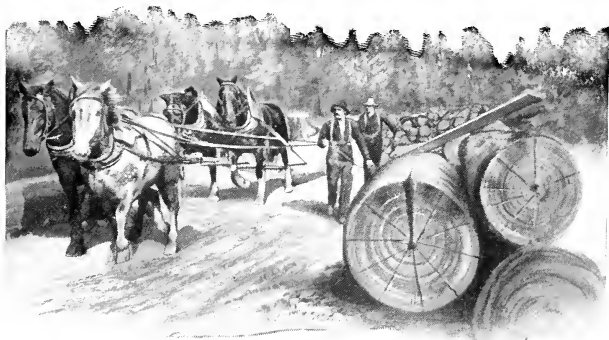
While the large abdomen cannot be tolerated in the carriage horse, we should not forget that there should be a certain bulk or volume to the feed in order that the digestive functions may be properly maintained. (SCHUMACHER FEED HAS THE CORRECT BULK.) Carriage horses are usually over-fed and under exercised. Where daily driving cannot be practiced, under-feeding, rather than heavy-feeding, should prevail as the safer course. Where the horse is

not taken from the stable during the day, the concentrates or grain portion of the ration should be at once reduced one-third or one-half and the normal allowance should not again be given until work or exercise demands it.

Prof. Henry tells us on page 324, "Idle horses having ample time for masticating and digesting their food can subsist almost wholly on good, bright straw. The various straws rank in the following order as regards feeding value: oats, barley, wheat and rye." (A SMALL QUANTITY OF SCHUMACHER FEED ADDED WILL KEEP THE HORSE IN A BETTER AND HEALTHIER CONDITION.)

FEEDING THE WORK HORSE:

On page 323, Prof. Henry says: Regularity in work brings regularity in feeding and these greatly conduce to comfort and long years of usefulness. The concentrates for work horses can rarely consist wholly of oats because of their cost. Rolled wheat and barley are excel-

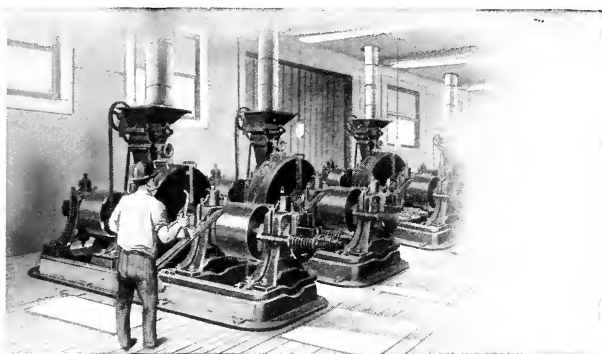


lent substitutes and cornmeal may form from one-third to one-half the ration. (SCHUMACHER FEED CONTAINS OATS, BARLEY AND CORN-MEAL.) A small allowance of roots is always in order. The work horse should be supplied with about 2 pounds of provender daily for each hundred pounds of weight. Of this from 10 to 18 pounds, according to the severity of the labor performed, should be grain in some form. The heavy feeding should come at night, after the long day's work and when the animal has time for masticating and digesting his food. After watering comes the administering of the grain, which should constitute from one-half to two-thirds of the day's allowance. This may be fed separately, or preferably upon moistened, chopped hay. The amount of chopped hay with which the grain is mixed should not exceed one peck in volume.

Ground grain and chopped hay are fed in mixed form that the animal may masticate its food and pass it to the stomach more quickly, than is possible with the material whole and in dry form.

A fair allowance of long hay should be thrown in the manger for the animal to finish on after the stomach is replenished and while it is resting, but still requiring more food. The morning meal should be comparatively light, consisting mostly of grain with some chopped hay. Most horsemen hold that some grain should be given at noon, which claim seems reasonable from our knowledge of the horse's stomach and the digestive process. In any case, the amount of feed given at noon should not be large.

Prof. Henry continues on page 325: Idle horses may be maintained wholly or almost wholly upon hay, straw or corn fodder. Forage possessing considerable volume, such as hay and straw, is suitable for such animals, because a reasonable amount will furnish the necessary nutriment, and it is better to have the digestive tract well distended with food substances rather than contracted, as would be the case in concentrates possessing only the requisite nutriment, where supplied.



ALL GRAIN SHOULD BE GROUND:

Prof. Henry advises on page 325: For horses taxed to the limit of their endurance, all grain should be ground and fed on moistened, chopped hay. (NOTE: THAT ALL GRAINS SHOULD BE GROUND. SCHUMACHER FEED IS FINELY GROUND AND WHERE POSSIBLE SHOULD BE FED MIXED WITH MOISTENED, CHOPPED HAY.) Food thus prepared is more rapidly masticated and consequently remains a much longer time in the stomach. A little long hay may be supplied the animal to be consumed at leisure after the stomach is well filled.

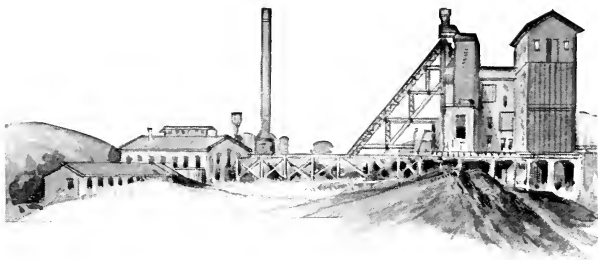
OVER-FEEDING:

Prof. Henry remarks on page 327: "Over-feeding with hay is the source of a long list of ills with the horse. Through carelessness, or mistaken kindness, the mangers are often kept filled with hay, and because of the long hours of idleness in the stable the horse falls in the habit of gorging himself with this provender. Not only is there waste of hay in such cases, but whatever is eaten beyond requirement exhausts the digestive system and weakens its influence upon the other nutrients of the ration. Staring coats, labored breathing and quick tiring are the least serious, though probably the most noticeable results of this common practice. There should be a definite allowance of hay for the horse at each feeding time, and this should always fall short of what would be consumed if more were given."

VARIETY IN FEED OF IMPORTANCE:

It is just as important that a horse's diet contain a variety of foods as it is for man. No man or horse can keep at his best if he has but one thing to eat, day after day, week after week.

On page 328, Prof. Henry says: "While it is true that a horse can be maintained on a short dietary of oats and hay, it seem reasonable that equally good or better results are obtainable and the cost of keeping often lessened, by adopting a more extended bill-of-fare. Experiments with other domestic animals plainly show the advantages of judiciously formed combinations of feeding stuffs over any single one.



(SCHUMACHER FEED CONTAINS A GOOD VARIETY, SCIENTIFICALLY BALANCED.) If energy and spirited action were the only qualities desirable in the horse, then, perhaps, oats with hay might suffice; but when we consider the number and complexity of the components of bone, tissue and nerve, we can well believe that these are better nourished by several kinds of grain and forage plants than by one or two only”.

A striking illustration of the value of variety in food and its proper administration is shown by Mr. Charles Hunting, a superintendent having under his care some 7,000 horses employed in the collieries of North England who writes as follows: “I was called to a colliery in Durham some time ago; the output at this place was decreased from fifteen to twenty score per day through the horses being unable, from want of



W.S. & J.B. & B. DUNHAM

OAKLAWN FARM

GREATEST IMPORTING AND BREEDING ESTABLISHMENT IN THE WORLD



WAYNE DU PAGE CO. ILL. August 31st, 1908

The Quaker Oats Co.,
Chicago, Ill.

Gentlemen:-

We are very glad to write you about our experience feeding your Schumacher Stock Feed to our pure bred Percheron and French Coach mares and colts. It has proved eminently satisfactory for this purpose and we have been using it regularly for two years. We maintain the bran first and then mix the Schumacher Feed with it. It has kept our mares in fine condition through the summer and our colts are looking splendidly.

We are feeding all our mares and colts this way as we find the feed not only economical, but very satisfactory in the results it produces.

Yours truly,

W.S. & J.B. & B. Dunham

D



SOME OF THE DUNHAM HORSES

J. H. JONES

W. S. CLARK

CLEAN
AND DRY
STORAGESEPARATE
ROOMS for
HOUSEHOLD
GOODSJONES OF UTICA
TRUCKING AND
STORAGE CO.TRUCKING OFFICE,
28-30-32 Catharine Street.
PHONES 53WAREHOUSE
57-59-61-63 Hotel Street.
HOME PHONE 211GENERAL
TRUCKING,
SHIPPING
—AND—
TRANSFERRINGVANS FOR
MOVING
FURNITURE
AND PIANOS

UTICA, N. Y., Nov. 28th 1908.

Quaker Oats Co.,
Chicago, Ill.

Gentlemen:-

We have been using Schumacher's Stock Feed in our stable of forty or more horses for the past eight or nine years, and during that time have fed nothing but Schumacher's Stock Feed, three times a day. We buy only the best horses and feed only the best feed which we believe to be Schumacher's. We feed it dry, six quarts to the meal, and can say with all confidence that we have not had a sick horse in our barn since we have been using this feed. If it is not the best feed made we would not use it at any price. We have found perfect satisfaction with its results, in fact, find our stock in better condition and maintained at a decided saving over pats. Our business requires a dependable feed and Schumacher's Stock Feed certainly meets our need. Our horses hold up better in weight, do the work easier, besides we find a considerable saving in our feed bills.

Yours truly,

Jones of Utica
Trucking & Storage Co.

W. S. Clark

ALL QUOTATIONS SUBJECT TO CHANGE WITHOUT NOTICE. AGREEMENTS MADE CONTINGENT UPON STRIKES, FIRES, ACCIDENTS, INABILITY TO OBTAIN TRANSPORTATION AND OTHER CAUSES BEYOND OUR CONTROL.

THE DEFRAIN SAND COMPANY
INCORPORATED

BUILDING MATERIALS

MAIN OFFICE: BEACH AND BERKS STREETS
WHARVES: PIER 27, FOOT OF BERKS STREET
CHRISTIAN STREET, SCHUYLKILL

BAR SAND, JERSEY GRAVEL

CEMENT, CRUSHED STONE

SAND, LIME, HAIR, PLASTER, ETC.

Quaker Oats Company,
105 S. Water Street,
Philadelphia, Pa.

PHILADELPHIA Oct. 21, 1908,

Gentlemen:-

In reply to your request, we are pleased to inform you that your feed is giving us good results and our horses are showing steady gains in weight. On Aug. 22nd thirty-three horses were weighed after feeding them two weeks, showing an average gain of 7 1/2 pounds each. On Oct. 10th these horses were again weighed, showing an average gain over the previous gain of 21 1/2 pounds each, or an average of 30 pounds each in a total of seven weeks. Our horses have been free from sickness, and one horse that was subject to frequent colic on a diet of cracked corn, oats and bran, has been entirely free from it. Not one of our horses have lost a day's work in spite of the hard labor they had to perform.

We feed one pound of cut hay to seven pounds of your feed slightly dampened.

Very truly yours,

Dr. J. M. Brown

Superintendent of Berks Street Stables.

ROBERT PATTON

CONTRACTOR

NO. 16 N. TWENTY-FIRST STREET

The Quaker Oats Company,
Chicago, Ill.

Philadelphia, Oct. 14, 1908.

Gentlemen:-

We have had the delivery of H. F. Bruner & Co's., coal for many years and also do outside contracting, employing 75 to 125 horses. We work our horses steady and hard, and have always been particular that all feed should be clean and fresh. When Schumacher's Stock Feed first came in this market, we bought a car load and have used it ever since. We think it the best and most economical feed we have ever used. Being practical millers we feel justified in making this statement.

Very respectfully,

Robert Patton

Ellerslie Farm.

T. S. BARNES, Supt.

The Quaker Oats Co.,
Albany, N. Y.

Rhinecliff, N. Y. N. Y. Oct. 2, 1906.

Gentlemen:-

I have been feeding Schumacher's Stock Feed to the horses on Ellerslie Farm with entire satisfaction.

Yours very truly,

T. S. Barnes Supt.

Levi P. Morton's Ellerslie Farm
Rhinecliff on the Hudson, N. Y.

C. HENDERSON SUPPLEE
WM. C. SUPPLEE

SUPPLEES' ALDERNEY DAIRY
JEFFERSON AND ELEVENTH STS.
PHILADELPHIA

BELL AND KEYSTONE PHONES

CREAMERIES:
WERNERSVILLE, PA.
PALMYRA, PA.
OWEGA, N. Y.
MORAVIA, N. Y.
COLUMBUS, N. J.

Quaker Oats Co.,
Chicago, Ill.

Gentlemen:-

Philadelphia, October 12th, 1908.

We have been using your Shoemaker Feed since March, 1908, feeding 150 horses. It has proven very satisfactory during the hot weather, and as the cool weather approaches we find the stock looking unusually well.

You may send us another car at your earliest convenience.

Respectfully yours,

SUPPLEES' ALDERNEY DAIRY.

Chudson Supplee

CHS/MB.

condition, to get the work out. The animals were miserably poor, though allowed 168 pounds of oats and 154 pounds of hay per week each. The oats WERE NOT CRUSHED and the hay WAS NOT CHOPPED. The horses were large, none under 16 hands, many 16.2. They worked very long hours and took heavy loads, but I confess I was astonished at their appearance after many months of such apparently liberal feeding. On September 1st, their food was changed to the following per week:—

CRUSHED oats	40 lbs.
CRUSHED barley	20 lbs.
CRUSHED peas	35 lbs.
Bran	14 lbs.
Hay	98 lbs.

The saving in money on this ration was 9s. 5½d. (equivalent to \$2.27) per horse per week. Notice, too, that besides this saving in money, their digestive organs had 56 pounds less hay and 59 pounds less grain to digest. Result: Within three months this stud was in excellent health and condition, drawing out of the pit, without any application of engine power, about twenty to thirty scores more per day than when I first saw them.” (NOTE THE GREAT ADVANTAGE OF VARIETY OF GRAINS, AND OF CRUSHING THESE GRAINS, SAVING IN MONEY AND DIGESTIVE ENERGY. NOTE THE SIMILARITY TO SCHUMACHER FEED.)



NUTRITIVE RATIO FOR WORK HORSES:

Prof. Henry says on page 276 of "Feeds and Feeding": "Wolff's experiments show that a horse of average size will do medium hard work and maintain his weight on a ration containing about 12 pounds of digestible matter. A nutritive ratio of 1:6.4 proved better than the narrow ration of 1:3.4. When heavier work was done, a supply of 12 pounds of digestible matter did not suffice to maintain the weight of the horse. This could only be attained by furnishing quantities of nutrients, viz., about 15.5 pounds. (THE NUTRITIVE RATIO OF SCHUMACHER FEED IS 1:6.5, EXACTLY THE RATIO RECOMMENDED BY WOLFF, AND EXACTLY THE SAME AS THE BEST WHITE OATS. SCHUMACHER FEED SHOULD, THEREFORE, BE FED IN ABOUT THE SAME QUANTITY AS NO. 2 WHITE OATS.)

On page 284, Prof. Henry says: "Referring to experiments conducted by Grandeau on a ration with a rather wider nutritive ratio of about 1:7, an Indian Corn and chopped straw ration as against a narrow ration of 1.3 of beans and chopped straw in which the wider ration of corn and chopped straw gave better results than the narrow ration of beans and straw."

On page 285, Prof. Henry expressed his opinion "that 1:7 is about a correct nutritive ratio for the utilization of all components of the ration for the work horse".

MILLET HAY UNSAFE FOR HORSES:

Prof. H. R. Smith, of the Nebraska Agricultural College, in his book entitled "Profitable Stock Feeding", says on page 372, "We find that as reported by the North Dakota Experiment Station, where a thorough investigation was made, millet, when used entirely as a coarse feed is injurious to horses: first, in producing an increased action of the kidneys: secondly, in causing lameness and swelling of the joints: thirdly, in producing an infusion of blood into the joints: fourthly, in destroying the texture of the bone, rendering it softer and less tenacious so that traction causes the ligaments to be torn loose". This seems to agree with the experience of most farmers who have fed millet in liberal quantities to horses.

ALFALFA HAY

according to Prof. Smith, on page 373, in "Profitable Stock Feeding" is well known to make animals drink more water, increasing the action of the kidneys. Whether or not this is in any way detrimental to the health of the work horse has not been determined. There is also a prejudice against it because it has a cathartic effect, more noticeable when horses are driven at a trot before a wagon. It is also true that horses fed alfalfa sweat more freely than horses fed either timothy or prairie hay.



WATERING THE HORSE:

On page 326, Prof. Henry says: Sanborn, studying the effects of watering before and after feeding, concludes as follows:

1. Horses watered before feeding grain retained their weight better than when watered after feeding grain.

2. Horses watered before feeding had the better appetite or ate the most.

Splan writes: As to water, "I think every horse should have all he wants at all times."



A man says: "Why, will you give your horse water before a race? Yes, before the race, in the race and after the race, and any other time the horse wants to drink. When I said give your horse all the water he wants before the race, I do not mean that you should tie him up where he cannot get a drink for five or six hours on a hot day in a warm stall, and then take him to a pump and give him all he wants. What I mean is, to give him water often and in that way he will take but a small quantity at a time."

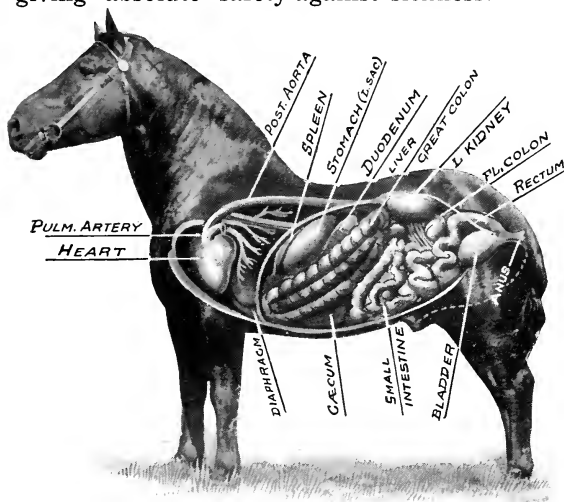
In general, we would say that horses should have their regular and largest supply of water previous to feeding, and it may also be well to supply a limited quantity after feeding. When the horses come to the stable heated and fatigued, a little fresh water, even if cold, may be given with beneficial effect—say eight or ten quarts; then, when cooled off and rested, what they still require should be supplied. When on the road, a few quarts of water can be given with safety, no matter how much the horse is heated, but a large quantity should never be supplied at one time. On journeys, water should be given every few miles.

PROOF IN THE FEEDING:

That SCHUMACHER FEED is the best, most nutritious, thoroughly digestible, perfectly balanced and absolutely satisfactory horse feed is best proven by the thousands of testimonials, we have on file from the most prominent breeders, trucking companies, contractors, liverymen, trotting horse owners and others who are constant and enthusiastic feeders. Read the testimonials in this booklet, they are very convincing arguments as to why you should investigate SCHUMACHER FEED and commence to use it in your stables at once. Economy and the best interests of your horses demand it.



SCHUMACHER FEED has the exact chemical analysis of the best white oats, but SCHUMACHER FEED gives variety and palatability not secured in oats; is finely ground, giving the highest possible digestibility; being kiln-dried, giving absolute safety against sickness.



ABOUT DIGESTIBILITY:

Do you know that whole grains are from twenty to twenty-six per cent indigestible, or in other words, do you know that from twenty to twenty-six per cent of all the whole grain you feed your horses passes through them totally undigested? This has been proven by numerous experiments: Notably, an experiment conducted by the Michigan State Agricultural College in 1906, where an experiment on six animals was conducted, an average percentage of from twenty to twenty-six per cent of whole grains passing through undigested.



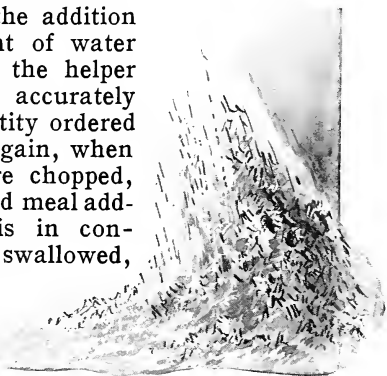
CHOPPED HAY

ADVANTAGES OF CHOPPED HAY:

Professor Henry says on page 239 of "Feeds and Feeding": "the practice of running hay and straw through the feed cutter, or chopping it, is almost universal in establishments where large numbers of horses are kept."

Moore, some years since, addressed letters to well known agriculturists of England, asking for information on this topic. He ascertained from 70 per cent of those replying that chopped hay and straw was fed to their stock, while 20 per cent followed the practice of partial chopping and 10 per cent were adverse to the practice altogether.

The advantages of chopping hay in establishments where large numbers of animals are fed are apparent upon a little reflection. Where hay is chopped, the addition of a small amount of water lays the dust and the helper can rapidly and accurately measure the quantity ordered for each meal. Again, when hay and straw are chopped, then moistened, and meal added, the mixture is in condition to be rapidly swallowed, so that the nutriment has a longer



time to remain in the stomach for digestion than is possible where long, dry hay is fed. This is an item of importance with the hard worked horses which are in the stable only at night. (A HAY CHOPPER AND SCHUMACHER FEED WILL PAY YOU THE BIGGEST INTEREST OF ANY INVESTMENT YOU EVER MADE.)

**EXTRACT FROM ADDRESS OF DR.
H. W. WILEY, CHIEF U. S. GOV'T
CHEMIST, WASHINGTON, D. C., AT
DETROIT, MICH., JUNE 8, 1908.**

"Now I believe that there is no business in this country which ought to rest upon a more scientific basis, a more ethical basis, than that of the cattle feeding. We are getting segregated more and more in this country; that is, the city and the country are getting further apart, and the animals that are kept in the city, especially horses—why, they say that the motor car has done away with the horses, but that is not so and never will be—never ! The horse will always be here. You cannot run a motor car like you can a horse. You cannot take pride in it like you do in a horse, and you rich men will have your teams of bays and blacks now and in the future, and there will be thousands and hundreds of thousands of animals which will have to be kept in the city, and it is highly important that those animals should have a palatable and nutritious food so that they may not suffer in comparison with those that are given the fresh foods in the country. And even the farmer must learn the art, either of buying a WELL-MANUFACTURED FEED or manufacturing it himself, in order to economically feed his

stock. So that, all along the line, the movement for a high-grade cattle feed and stock feed means benefit to the manufacturer and benefit to the consumer, and the consumer and the manufacturer must get together, and we must all get in touch with those who are appointed to supervise this business from a legal point of view.

And that is the way it will be with this great trade in cattle feed, that great industry of ours on which so much of our wealth depends, and the farmer as well as the merchant who keeps domesticated animals will need your assistance just as the farmer needs the assistance of the man who makes his fertilizer. Time and time again have the farmers tried to mix their own fertilizer, thinking it is cheaper, but they do not find it so; AND IF I WERE FEEDING STOCK, I WOULD RATHER TRUST THE SKILL AND KNOWLEDGE OF THE MANUFACTURER TO MIX MY CATTLE FEED THAT I HAD TO BUY THAN TO BUY THE RAW MATERIALS AND TRY TO MIX THEM MYSELF."



A FEW "DON'TS" BY A PROMINENT HORSEMAN:

Don't give the horse all the water he wants when hot, even if you exercise him later. Give him some; give him a little and more when he cools off. When on the road a few quarts can be given him with safety no matter how much he is heated; but large quantities should never be supplied at one time when the horse is heated.

Don't trot a horse down hill.

Don't put up a horse at night covered with mud and water.

Don't leave your horse standing in the stable for days without exercise.

Don't drive fast upon starting on long trips.

Don't forget to water horses often on long trips.

Don't whip a horse when he scares; he will be worse next time.

Don't whip any horse unless vicious;—there are few of these.

Don't jerk a horse for any reason, either with reins or tie-strap.

Don't dope your horse with tonics. Avoid immature or soft corn, new oats and other feeds that cause colic.

Don't have dark stables. Sunlight is the best known remedy for both man and beast.

Don't have cold drafts in the stables; have ventilation, but avoid drafts.

Don't forget to blanket your horse in cold weather while standing out.

(FEED SCHUMACHER FEED AND YOU WILL NEVER NEED TONICS OR HAVE SICKNESS AMONG YOUR STOCK.)

In the foregoing pages it has been our aim to give you absolute facts and figures from unquestioned authorities which are most convincing proof of the advantages of the most successful horse feed ever compounded—SCHUMACHER FEED—a rational, natural horse feed—a variety of grains finely ground, thoroughly kiln dried, a most palatable, perfectly balanced, safe combination of the best grains as demonstrated by the most scientific research. Its great economy and wonderfully beneficial effect upon your horses will, after a fair trial, certainly make you a permanent feeder of it.

This feed is so well and favorably known that it is carried in stock by most reliable dealers, but if your dealer does not carry it in stock write to us.

THE QUAKER OATS COMPANY CHICAGO, U.S.A



REINCKE-KREICKER CO.
ENGRAVERS — PRINTERS
CHICAGO.



